



XAVIER UNIVERSITY, BHUBANESWAR SCHOOL OF COMMUNICATIONS

**School of Communications
rated among
India's 10 Best**

Media & Mass Communication Institutes

by

The Academic Insights

February 2020

&

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PROGRAMS OFFERED

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& Public Relations (PR)
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Dr. Fr. Antony R Uvari, S.J
Vice Chancellor

An MBA holder from XLRI, Jamshedpur, Dr. Uvari earned his Ph.D. from Madras University. A prolific symbol of professorship, professional integrity and leadership acumen, he served as a faculty in OB & HR area in XIMB and held respectable posts at XLRI for more than 15 years. Being a people's man, Dr. Uvari has also been a part of the governing board of XIMB. Xavier University Bhubaneswar, XLRI and other academic institutions of repute. His impeccable record of accomplishment as an able and visionary leader as Vice-Chancellor of Xavier University Bhubaneswar has influenced XCOMM to attain greater heights and to be an institute of eminence in quality mass communication education.

Imagine yourself sitting on the couch, sipping a coffee, switching through the various channels and suddenly you see something that touches your nerves. You right away pick up your phone and ask your friend to switch on the TV and watch the same channel. Did you realize, what just happened? One, something so enticing touched your heart that you felt like sharing it with someone. Second, the other person who is far away from you can feel what you felt at the same time. We undoubtedly live in an era where information disseminating is the most efficient and effective via Mass Communication and in an era of curious minds and souls, Media and Mass communication feeds the intrigued with opportunities and tremendous scope. Xavier University, Bhubaneswar is one such initiative towards better learning and knowledge, in various fields such as Human Resources, Management, Commerce, Communications and many more.

XAVIER UNIVERSITY

A PLACE FOR DREAMING AND ACHIEVING



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Vice Chancellor

Xavier University, created by the Odisha State Government through passing the Act in the state Assembly, is a private unitary university located in the state of Odisha, a place well known for its brand in the education space, high-quality faculty, global industry-aligned curriculum, top academic programs, international collaborations, and high-quality career options. The university is built on the strong foundation of academic excellence, service excellence with personal values and ethics, and social concern. Xavier University takes its inspiration and the name proudly from Saint Francis Xavier, a Jesuit scholar and the university strives to become a globally recognized center of learning and of service to the people. It seeks to become one of the leaders among research-oriented universities that generate knowledge and diffuses it for the benefit of all.

Exploring Unique Avenues

Built on a 35-acre land at Nijigarhkurki under Pipili Tehsil, about 12 km from the International Airport, Xavier University is a hub of modern learning. The entire campus is Wi-Fi enabled and with solar-powered residences,

offices, classrooms, food-courts, gymnasiums and faculty residences, Xavier University offers around-the-clock academic and co-curricular opportunities for the students to grow and learn.

During a conversation with Dr. Fr. Antony R Uvari, S.J., the VC of the Xavier University about how unique is Xavier University when compared to other competing universities/colleges, he quoted - "The academic curriculum, the pedagogy, and the academic delivery at the university are designed based on the industry and the market requirement". He added to his earlier statement by saying - "The focus of the university is on entrepreneurship and making the graduates employable". Maintaining gender diversity, academic diversity, and demographic diversity are given considerable focus and with a 15:1 student: teacher ratio, the university has been pushing itself to the top slot with its excellent teaching methodology.

The front-runner of all the programs at the Xavier University are courses like Business Management, Human Resource Management, and Rural Management, which have a management orientation to it. An area where the university also excels in is the field of Communications and Media,



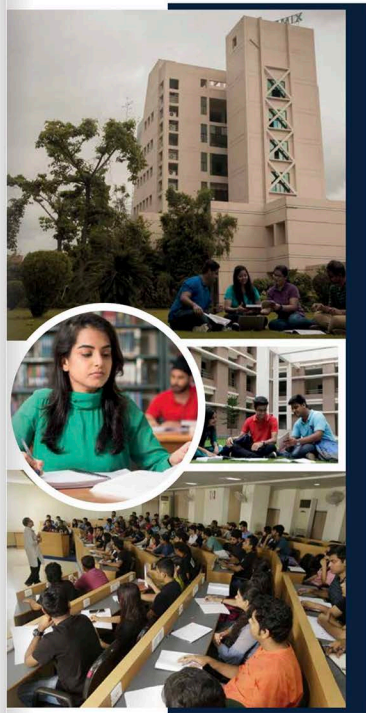
the school is called Xavier School of Communication (XCOMM). The skill-based, industry-relevant Mass Communication programs are geared to produce the next generation of media professionals.

An institute for complete learning in Communications

Xavier School of Communication (XCOMM) came as a ray of hope for the students of Odisha who were looking for a career in Media & Mass Communication. "The programs at XCOMM bring together the best practices in curriculum, pedagogy, and practice of media skills and offers

a hands-on approach that allows students to experience the full range of technical expertise, conceptual skills and artistic expression", stated the VC of Xavier University, talking about the curriculum followed in their brainchild XCOMM.

Xavier Studio has the state-of-the-art facilities for their students to relish on, the studio houses a professional audio and video studio, shooting floor, online TV production set-up, Greenroom, lobby, edit suits, lab, and professional training in the high-end. The cameras, software and technology used at XCOMM are modern and industry specific. The



management and the faculty at XCOMM make many such facilities available to the students to create a unique student experience of learning and an experience of enriched learning, as the Mass Communication sector demands enriched learning among the students/aspirants.

XCOMM with the help of a strong management, and Xavier University serving as the backbone for relentless learning, preaches complement classroom teaching with practical experience of various kinds to the students. Collaborations with industry leaders, CEOs, industry experts, media professionals, writers, and authors are a norm at the institute. "The pedagogy used to train the young and budding media professionals is unique. Usually, text books are taken to the classroom, but in XCOMM industry practitioners' experience is brought to the classroom to make the students industry fit. It is a program where one learns by doing", states Fr Donald D'Silva, S.J., Dean of Xavier School of Mass Communication.

Several periodic internship programs and capstone projects are hosted at XCOMM, sponsored by the greats of the Media and Communication business. In addition, such opportunities are made available to the students, to give them regular exposure to the work environment and prepare them to be well-rounded individuals, who also have complete knowledge about the latest industry practices.

XCOMM offers a complete catalog of courses such as B.Sc. in Mass Communication, M.A. in Mass Communication, Ph.D. Program, and short-term Diploma and Certificate programs on demand, serving every need of a student interested in pursuing a career in Mass Communication. A functional Career Advisory unit exists at the institute, and this unit works day-in and day-out preparing the students to convert themselves to employable human beings, and at the same time provide them sufficient amount of placement opportunities. ■